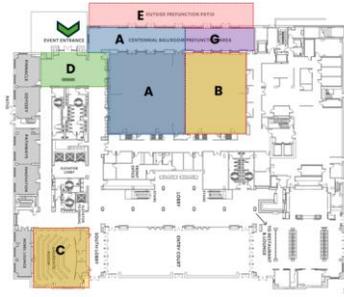


EVENT PROGRAM

Luskin Conference Center & Hotel @ UCLA.

- A**– Exhibition Area
- B**– Conference Room (195 Seating Capacity)
- C**– Laureate Room (90 Seating Capacity)
- D**– Registration
- E**– Industry Partners & Networking Lounge
- F**– Terrace (Level 3, not in map)
- G**– Coffee Break Area



REGISTRATION IS NOW OPEN

CALIFORNIA MASONRY COUNCIL
ESTABLISHED 1918

Early Bird Rates until 2/19



LINE-UP SPEAKERS

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Avidesh Haghighi
ZGF Architects



Bob Habian
Tect App



Bob Wyckhuys
Angelus Block



Carol Lanham
Lionakis Civic Studio



Matt Oklevitch
Construction Robotics



Mark Swanson
International Masonry Institute



Dr. Marcela Oliva
USGBC California



Abdol Bahrami
ORCO Block & Hardscape



Dominique Houriet
oo-d-a studio



Adam Eldred
Angelus Block



Anthony Guerra
Green Building Initiative



Athenel Trazo
AC Martin



James Krueger
HMC Architects



Dr. Jo Tavares-Reager
West LA College



Kate Callahan
Green Building Initiative



Dave Intner
Southern California Edison



Shaun Flater
Flatiron



Sunup Matthew
IMI



Emma Hirsch
Flatiron



Erica Garfinkel
Morris Adjmi Architects



Tom Cuneio
3DiQ Inc. & CAD BLOX LLC.



Stacey Olson
Gensler



Ricardo Nieva
Multicoat Solutions



Sergio González
SoLa Impact



George Cortez
West LA College



Rachelle Habchi
Carbon Leadership Forum

May 9th, 2025.
Luskin Conference Center & Hotel @ UCLA

PROGRAM

***Schedule may be subject to changes.

TIME	SESSION	EVENT	LOCATION	PASS	COMPANY	SPEAKERS & PANELISTS
7:30 AM	EXPO	REGISTRATION OPENS 7:30 AM - Expo Opens 8:00 AM, is Open at All Times until 5:30 PM.	LOBBY	ALL	Registration Opens 7:30 AM @ Luskin Center	
8:00 to 8:45 AM	1-A	ENERGY EFFICIENCY - TAKING ADVANTAGE OF THERMAL MASS	Conference Room 1	General Access		Bob Habian , AIA, Founder & CEO @ Tect App. Masonry Expert, Champion of innovation for building product manufacturers and design professionals. A successful Case Study and insights about the use of Concrete Masonry Thermal Mass for Energy Efficiency objectives.
	1-B	SUSTAINABLE DEVELOPMENT GOALS FOR INFRASTRUCTURE - A CALL TO ACTION, THE FUNDAMENTAL PARADOXES OF UN-SDG 9.1.4 REQUIRE A UN CEMENT TASK FORCE	Laureate Room	General Access		Stacey Olson C.I.D., LEED Fellow - Senior Associate Director of Sustainable Design @ Gensler, Global Wellness Leader Gensler presenting "SUSTAINABLE DEVELOPMENT GOALS FOR INFRASTRUCTURE".
8:50 to 9:35 AM	2-A	STANDING OUT BY FITTING IN - MORRIS ADJMI'S CONTEMPORARY APPROACH TO MASONRY TRADITIONS	Conference Room 1	General Access		Erica Garfinkel, RA, LEED AP BD+C - Senior Project Architect @ Morris Adjmi Architects NY Morris Adjmi Architects presenting: Mastering Brick Architecture & Design, Green Building & Net Zero - Presenting The Grand Mulberry & Anchor House at UC Berkeley.
	2-B	MASONRY FIRE RESITANCE, RESILIENCE & DURABILITY - KEYS TO BUILDING MORE RESILIENT & SUSTAINABLE COMMUNITIES	Laureate Room	General Access		Sunup Matthew , Director of Industry Development & Technical Services @ IMI. Structural Engineer (UT), and a LEED™ Accredited Professional who has 20 years of experience in the design of structures using masonry, steel and concrete. International Masonry Institute.
9:35 to 10:00 AM	EXPO	COFFEE BREAK - ONLY EXPO TIME - Expo Opens 8:00 AM, is Open at All Times until 5:30 PM.	EXPO ONLY	General Access	Dedicated Expo Time, Coffee Break at Expo	
10:00 to 10:45 AM	3-A	LOW EMBODIED CARBON CMU - ADVANCING SUSTAINABLE BUILDING PRACTICES.	Conference Room 1	General Access		Abdol Bahrami - Assoc. AIA, LEED Green Associate, Architectural Manager @ ORCO Block & Hardscape. ORCO Block & Hardscape presenting "LOW EMBODIED CARBON CMU" A dive into EPDs, LCAs, Carbon Sequestration, Meeting CalGreen, LEED, and other Green Building Frameworks.
	3-B	WORKFORCE PATHWAYS IN SUSTAINABLE ARCHITECTURE, CONSTRUCTION AND FACILITIES MANAGEMENT - BUILDING RESILIENT FUTURES FELLOWSHIP PILOT PROJECT	Laureate Room	General Access	 	Dr. Marcela Oliva , Professor LATTC Architecture and Environmental Design, USGBC CA Board Member. Jo Tavares , PhD, Director of the California Center for Climate Change Education at West LA College George Cortez , Adjunct Instructor at the California Center for Climate Change Education at West LA College California Center for Climate Change Education at WLAC presenting "Building Resilient Futures Fellowship Pilot Project", Workforce Pathways in Sustainable Architecture, Construction, and Facilities Management.

PROGRAM

***Schedule may be subject to changes.

TIME	SESSION	EVENT	LOCATION	PASS	COMPANY	SPEAKERS & PANELISTS
10:50 to 11:35 AM	4-A	DESIGN-BUILD, SUSTAINABLE CONTRACTING; COLLABORATIVE STRATEGIES FOR CARBON REDUCTION	Conference Room 1	General Access		<p>Shaun Flater, Director – Environmental @ FlatironDragados</p> <p>Emma Hirsch, Corporate Sustainability Manager @ FlatironDragados</p>
	4-B	BIM RESOURCES FOR MASONRY – BUILDING INFORMATION MODELING FOR CONTRACTORS	Laureate Room	General Access		<p>Tom Cuneio – Founder & Owner of 3DiQ Inc. & CAD BLOX LLC.</p>
11:35 to 2:00 PM	5	TERRACE LUNCH SESSION – NAVIGATING CALGREEN'S EMBODIED CARBON PROVISIONS	Terrace – Level 3	 Full Access Pass Only	  	<p>Dave Intner, Senior Advisor, Codes and Standards @ Southern California Edison (Moderator)</p> <p>Rachelle Habchi, Low Carbon Product Lead @ Carbon Leadership Forum</p> <p>Avideh Haghghi, Associate Principal & Sustainable Design Leader @ ZGF Architects</p>
	EXPO	EXPO CRAWLING & SNACK NETWORKING – Expo Opens 8:00 AM, is Open at All Times until 5:30 PM.	EXPO ONLY	General Access	Dedicated Expo Time, Networking & Snacks at Expo 	
2:00 to 3:35 PM	6-A	CONCRETE MASONRY ARCHITECTURE PANEL – DESIGN TRENDS, SUSTAINABILITY, BENEFITS AND CHALLENGES OF DESIGNING WITH CONCRETE MASONRY	Conference Room 1	General Access	    	<p>James Krueger, AIA, NCARB. Director of Design @ HMC Architects.</p> <p>Athel Trazo, AIA, LEED AP Senior Associate Senior Designer, Education @ AC Martin.</p> <p>Carol Lanham AIA, Assoc. DBIA Principal @ Lionakis Civic Studio, Member Board of Directors. VP of Communications & Public Affairs @ AIA California.</p> <p>Dominique Houriet, Architect, Partner @ oo-d-a studio. oo-d-a studio.</p> <p>Mark Swanson, AIA, CSI, LEED AP BD+C (Moderator) North Central Regional Director @ International Masonry Institute (IMI)</p>

PROGRAM

***Schedule may be subject to changes.

TIME	SESSION	EVENT	LOCATION	PASS	COMPANY	SPEAKERS & PANELISTS																																		
2:00 to 2:45 PM	6-B	CONSTRUCTION SOLUTIONS – WATERPROOFING AND COATINGS	Laureate Room	General Access		<p>Ricardo Nieva, West Coast Sales Manager @ Multicoat Solutions</p> <p>Multicoat Products Inc, Masonry Waterproofing and Coating Solutions.</p>																																		
2:50 to 3:35 PM	7-B	ADVANCING MASONRY DESIGN AND CONSTRUCTION WITH ROBOTICS – THE FUTURE OF MASONRY IN ARCHITECTURE	Laureate Room	General Access		<p>Matt Oklevitch, Marketing Director, Business Development, Dealer Development/Coaching @ Construction Robotics</p> <p>Construction Robotics presenting ADVANCING MASONRY DESIGN AND CONSTRUCTION WITH ROBOTICS – THE FUTURE OF MASONRY IN ARCHITECTURE.</p>																																		
3:40 to 4:25 PM	8-A	THE FUTURE OF CONCRETE BLOCK – CHECKING ALL THE BOXES WITH CMU, FROM AESTHETICS, LOW CARBON AND EPD's, TO BIM INTEGRATION AND CODE CHANGES	Conference Room 1	General Access		<p>Bob Wyckhuysse – Sales Manager @ Angelus Block</p>	<p>Angelus Block – Everything you need to know, a Comprehensive Guide of CMU for Designers and Specifiers. Aesthetics, Design Flexibility, Low Embodied Carbon, Energy Efficiency, and more. Checking all the boxes.</p>																																	
						<p>Adam Eldred – Marketing Manager @ Angelus Block</p>		3:40 to 4:25 PM	8-B	BUILDING RESILIENCE TOGETHER – CALIFORNIA'S PATH TO STRONGER COMMUNITIES – GREEN GLOBES	Laureate Room	General Access		<p>Sergio Gonzales, Associate Project Manager</p>	<p>Sola Impact</p>		<p>Anthony Guerra, Senior Director, AEC Quality Assurance & Technical Content @ GBI</p> <p>Kate Callahan, Senior Director, Client Services & Engagement @ Green Building Initiative</p>	<p>Green Building Initiative's Green Globes, Presenting Session for "BUILDING RESILIENCE TOGETHER – CALIFORNIA'S PATH TO STRONGER COMMUNITIES – GREEN GLOBES"</p>	4:25 to 5:30 PM	EXPO	COFFEE BREAK – ONLY EXPO TIME, EXPO CLOSES 5:30 PM	EXPO ONLY	General Access	<p>Dedicated Expo Time, Coffee Break at Expo, Expo Closes 5:30 PM.</p> 		5:30 to 6:30 PM	9 COCKTAIL EVENT	CLOSING EVENT – CMC MASONRY DESIGN AWARDS, CONCRETE BLOCK, BRICK, & SUSTAINABILITY / GREEN BUILDING	Terrace – Level 3	 Full Access Pass Only	<p>Event closing ceremony and cocktail. Presenting awards to: Architect, Structural Engineer, General Contractor, Masonry Contractor, Masonry Material Manufacturer, and Owner. **Green Building Consultant for Best Sustainable Project.</p>		<p>Concrete Block Design Awards (Sponsor – Presenter to be Confirmed)</p> <p>AVAILABLE</p>							<p>Brick Design Awards (Sponsor – Presenter to be Confirmed)</p> <p>AVAILABLE</p>
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EVENT PASSES

EVENT ACCESS PASSES	PRICE	WHAT'S INCLUDED
General Access Pass - Expo & Conferences	\$ 180	Access to Conferences and Expo Only.
Full Access Pass (Includes Lunch and Cocktail Event)	\$ 280	Exclusive Access to Lunch at Terrace and Design Awards Cocktail, plus Conferences and Expo.

Prices are subject to Eventbrite Fees.

[REGISTER HERE](#)

**Event Passes are Limited.

NEED HOTEL?

Hotel room blocks are available directly at the Luskin Conference Center and Hotel at UCLA.

Rooms are available on a first-come, first-serve basis. Reserve your room with a Preferred Rate with Group Code LG2505CMC2. (Valid until 4/8)

If you need to book for more than one night, contact reservations with our Group Code for 1 night special rate merged into your reservation. Call: 855-LCC-UCLA (522-8252)

[BOOK HOTEL HERE](#)



May 9th, 2025.
Luskin Conference Center & Hotel @ UCLA

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